

STAYING TRUE TO YOUR MISSION

Presented by: Melissa Lasarsky & Jonathan Bryant



Regional Huddle
July 26, 2018

LINCOLN CHARTER

MISSION

IS TO FACILITATE THE

DEVELOPMENT OF

COLLEGE READY INDIVIDUALS

through emphasis on

RIGOROUS

ACADEMICS

and our

COMMUNITY EXPECTATIONS:

HONESTY

*taking ownership of
your words and actions
with integrity*

RESPECT

*mutual appreciation for individuals,
oneself and the community*

EMPATHY

*demonstrating authentic kindness
through compassion*

RESPONSIBILITY

*being accountable for
your words and actions*

SERVICE

*purposeful and intentional
engagement in our community*

PREPAREDNESS

*actively developing skills
for the future*



FACILITATING A COLLEGE-PREP EXPERIENCE SINCE 1998



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HONESTY RESPECT EMPATHY RESPONSIBILITY SERVICE PREPAREDNESS

Who is Lincoln Charter?

- Founded in 1998
- Located in Lincoln Co
- Currently serve 12 distinct districts/counties
- Service
 - Started with expected service hours for families, expanded to teachers and students (service-learning)
- College Preparation
 - Emphasis on liberal arts college prep

COLLEGE PREP

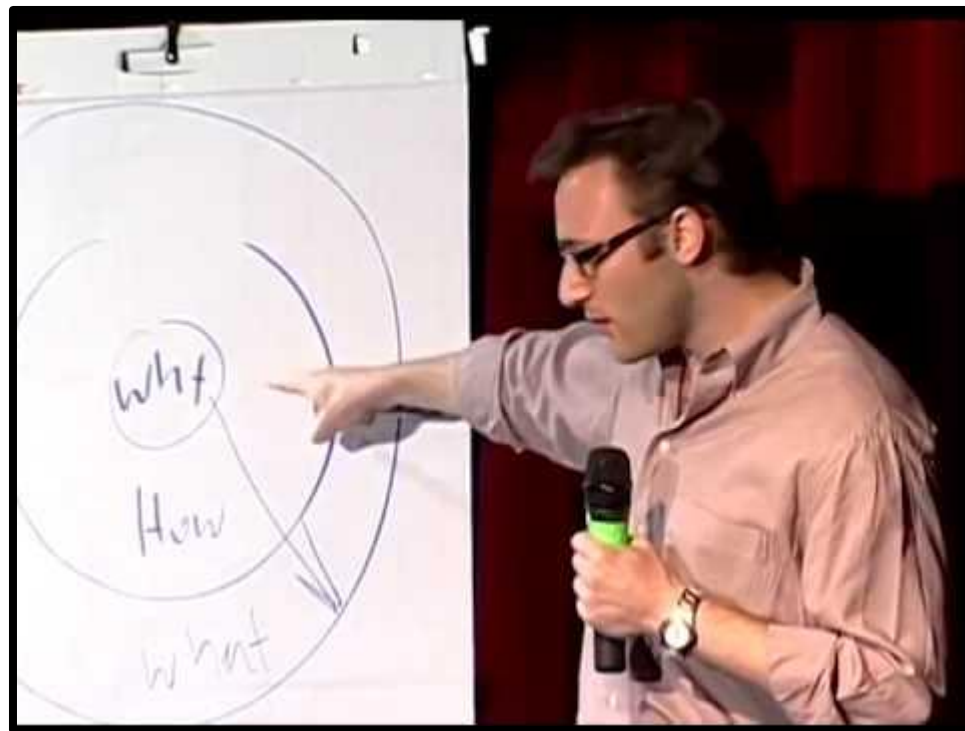
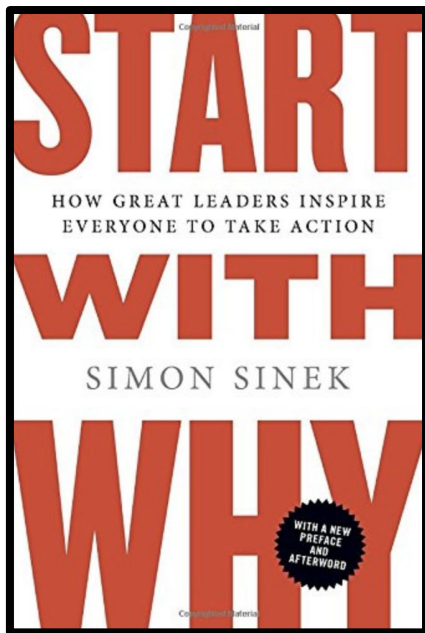
providing opportunities in the areas of
academics, athletics and student life
to nurture a student's potential -
based on their unique needs and passions



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Activity

- What do we do?
- How do we do it?
- For whom do we do it?
- What value are we adding?





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1. Stay True To Your Authentic Culture

Create an authentic culture and an authentic brand will follow. Consistent branding is one thing, but staying true to the company's true character is what's most important. Don't just write a mission statement, live it. Don't just say you have core beliefs, abide by them. If you create a culture where living the values is part of the job, employees become your greatest advocates. - Kerri Ward, IGS Energy

Reference: Forbes Communication Council



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2. Reevaluate Everything But Your Core Principles

Identify your four core principles and write them "in stone." Continuously reevaluate everything else. You will not be the same company at 250 employees as you were at 25. Pretending to be something you're not, even if you once were, will come off as inauthentic. As long as those core principles remain, you have flexibility to evolve while staying true to yourself. People will always respect that. - Adam Coughlin, Dyn

Reference: Forbes Communication Council



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3. Hold Yourself Accountable

Ask yourself, "What would the world be missing if my business didn't exist?" Hold yourself accountable to genuinely helping others through your work and your marketing. On your way to achieving your goals, how can you positively affect someone else's life or livelihood? Stay rooted in your true purpose and why your company started in the first place. Keep that as your focus. - Amanda Brinkman, Deluxe Corporation

Reference: Forbes Communication Council



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4. Communicate Values To New Employees

Ensure that you articulate brand values to your employees and empower them to be the face of your brand. At my company, we talk about our values throughout the recruiting process, and every new hire meets with our CEO to ask about the company, its values and its history. We trust our team to embody those values and cultivate authenticity when speaking or making decisions on behalf of the business. - Andrew Caravella, Sprout Social

Reference: Forbes Communication Council



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5. Be Consistent On Every Level

Your brand voice and values should be consistent throughout everything a customer sees, even if it isn't marketing related. A good way to make sure your values have permeated the entire company is to review other customer touchpoints, like support tickets or operational emails. Do they feel like your brand and fit your values? This quick audit can help correct any spots that might feel inauthentic or off-brand. - Nadja Blagojevic, Reserve

Reference: Forbes Communication Council

The LINCOLN CHARTER Experience



Expanding
your
mind.

ACADEMICS

ATHLETICS

Teamwork
that strengthens.

Creating
your
path.

STUDENT LIFE

1. Stay True To Your Authentic Culture

Growing the Mission Statement

Honor the Past - Envision the Future

20 year anniversary

NAIP - Common Language (define it!)

Celebrations

Service

Youth Voice

LINCOLN CHARTER SCHOOL

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2. Reevaluate Everything But Your Core Principles

Student-led Clubs - Expectations

Applications for Opportunities (Dream Big, Junior Marshals, etc.)

E-mail Signature/Postcards/Window Clings/Notepads



3. Hold Yourself Accountable

Staff

- NAIP

- BT Program

Students

- Behavior Expectations

 - Code of Conduct

 - Academic Honesty Policy

 - Other policies

4. Communicate Values To New Employees

New Hire Training

Teacher Work Days

Bus Driver Training/Front Office

Professional Development

Common Language

Interview Questions/Belief Survey



EVERY CHILD DESERVES A
Champion

AN ADULT WHO WILL
NEVER GIVE UP ON THEM,
WHO UNDERSTANDS
THE POWER OF CONNECTION,
AND INSISTS THEY BECOME
THE BEST THEY CAN POSSIBLY BE.



FACILITATING A COLLEGE-PREP EXPERIENCE SINCE 1998

5. Be Consistent On Every Level

Service-Learning

Service Initiatives aligned to connect with Community Expectations

Be Human Be Kind

Veterans Day Program

Pink Out

Box City

Water Walk

Paint the Mile

Dean of Student Life/Athletics/MTSS/Org Chart

Community Partnerships

Celebrations

School Board

Staff Spotlight

Student Spotlight

Press Releases





BE *the*
SPREAD **REASON**
KINDNESS.

someone

SMILES

laugh
OFTEN

GIVE
Generously

TODAY

SHARE GRACIOUSLY.



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